What is claimed is:

1. A paper product printed with at least one masking pattern so that the masking pattern at least partially obscures objects appearing behind the product, said paper product being at least partially translucent prior to printing with the masking pattern, said paper product having at least one pattern printed with at least one ink the color of which when printed on said paper product is within a color range for L, a and b of the HunterLab Color Scale, calculated in accordance with the following formulas:

$$L_{ink} = L_{tissue} + C1\ (L_{hand} - L_{tissue})$$
$$a_{ink} = a_{tissue} + C2\ (a_{hand} - a_{tissue})$$
$$b_{ink} = b_{tissue} + C3\ (b_{hand} - b_{tissue})$$

wherein L_{tissue} and L_{hand} are meter measurements of at least one paper product sample and at least one hand reading respectively;

wherein a_{tissue} and a_{hand} are meter measurements of at least one paper product sample and at least one hand reading respectively;

wherein b_{tissue} and b_{hand} are meter measurements of at least one paper product sample and at least one hand reading respectively;

and wherein C1 is in the range from about -0.5 to about 1, and C2 and C3 each is in the range from 0 and about 1.

2. The paper product of claim 1 above in which C1, C2 and C3 each is in the range from about 0 to about 1.

3. The paper product of claim 1 above in which C1, C2 and C3 each is in the range from about 0 to about 0.75.

4. The paper product of claim 1 above in which C1, C2 and C3 each is in the range from about 0 to about 0.5.

5. The paper product of claim 1 above in which C1, C2 and C3 each is in the range from about 0.25 to about 0.5.

6. The process of applying at least one masking pattern to a paper product that is at least partially translucent, comprising:

a) providing a paper product having at least one ply that is at least partially translucent;

b) measuring at least one sample of said paper product with a meter for the values of L, a, and b of the HunterLab Color Scale;

c) measuring at least one hand with a meter for the values of L, a, and b of the HunterLab Color Scale;

d) formulating an ink with a color using the HunterLab Color Scale in which L, a, and b for the ink which when printed on said paper product is in the range of the values:

$$L_{ink} = L_{tissue} + C1\ (L_{hand} - L_{tissue})$$
$$a_{ink} = a_{tissue} + C2\ (a_{hand} - a_{tissue})$$
$$b_{ink} = b_{tissue} + C3\ (b_{hand} - b_{tissue})$$

wherein L_{tissue} and L_{hand} are said meter measurements of at least one paper product sample and at least one hand reading respectively;

wherein a_{tissue} and a_{hand} are said meter measurements of at least one paper product sample and at least one hand reading respectively;

wherein b_{tissue} and b_{hand} are said meter measurements of at least one paper product sample and at least one hand reading respectively;

and wherein C1 is in the range from about –0.5 to about 1, and C2 and C3 each is in the range from 0 to about 1; and

e) printing said formulated ink in a pattern on at least one ply of said paper product.

7. The process of claim 6 in which C1, C2 and C3 each is in the range from about 0 to about 1.

8. The process of claim 6 in which C1, C2 and C3 each is in the range from about 0 to about 0.75.

9. The process of claim 6 in which C1, C2 and C3 each is in the range from about 0 to about 0.5.

10. The process of claim 6 in which C1, C2 and C3 each is in the range from about 0.25 to about 0.5.

11. A paper product having a degree of translucency in the unprinted state, comprising a masking pattern to camouflage the transparency of the paper product formed by printing an ink on the paper product, the printed ink on the paper product having a color within a color range for L, a, and b of the HunterLab Color Scale, calculated according to

$$L_{ink} = L_{tissue} + W$$
$$a_{ink} = a_{tissue} + C2(a_{hand} - a_{tissue})$$
$$b_{ink} = b_{tissue} + C3(b_{hand} - b_{tissue})$$

wherein L_{ink}, a_{ink}, and b_{ink}, respectively, are meter measurements of the printed ink on the paper product, L_{tissue}, a_{tossue}, and b_{tissue}, respectively, are meter measurements of the unprinted paper product, a_{hand}, and b_{hand}, respectively, are meter measurements of a human palm, W is in the range from 0 to about 15, and C2 and C3 each is in the range from about 0 to about 1.

12. The paper product of claim 11 in which C2 and C3 each is in the range from about 0 to about 0.75.

13. The paper product of claim 11 in which C2 and C3 each is in the range from about 0 to about 0.5.

14. The paper product of claim 11 in which C2 and C3 each is in the range from about 0.25 to about 0.5.

15. The paper product according to claim 11, wherein W is in the range from about 0 to about 12.

16. The paper product according to claim 11, wherein W is in the range from about 2 to about 10.

17. A paper product having at least partial translucency in the unprinted state, said paper product printed with at least one masking pattern to camouflage the transparency of the paper product formed by printing an ink on the paper product, the printed ink on the paper product having a color within a color range for L, a, and b values of the HunterLab Color Scale calculated according to

$$L_{ink} = L_{tissue} + C4\ (L_{h+t} - L_{tissue})$$
$$a_{ink} = a_{tissue} + C5\ (a_{h+t} - a_{tissue})$$
$$b_{ink} = b_{tissue} + C6\ (b_{h+t} - b_{tissue})$$

wherein L_{ink}, a_{ink}, and b_{ink}, respectively, are meter measurements of the printed ink on the paper product; L_{tissue}, a_{tissue}, b_{tissue}, respectively, are meter measurements of the unprinted paper product; L_{h+t}, a_{h+t}, and b_{h+t}, respectively, are meter measurements of the unprinted paper product placed on the palm of a human hand; C4 is in the range from –0.5 to 1, and C5 and C6 each is in the range from about 0 to about 1.

18. The paper product of claim 17 above in which C4, C5, and C6 each is in the range from about 0 to about 1.

19. The paper product of claim 17 above in which C4, C5, and C6 each is in the range from about 0 to about 0.75.

20. The paper product of claim 17 above in which C4, C5, and C6 each is in the range from about 0 to about 0.5.

21. The paper product of claim 17 above in which C4, C5, and C6 each is in the range from about 0.25 to about 0.5.

22. The paper product of claims 1, 11 or 17 having an unprinted opacity of about 70 or less.

23. The paper product of claims 1, 11 or 17 having an unprinted opacity of about 65 or less.

24. The paper product of claims 1, 11 or 17 having an unprinted opacity of about 60 or less.

25. The paper product of claims 1, 11 or 17 having an unprinted opacity of about 55 or less.

26. The paper product of claims 1, 11 or 17 wherein the paper product is an uncreped through-airdried product.

27. The paper product of claims 1, 11 or 17 wherein the paper product is a facial tissue.

28. The paper product of claims 1, 11 or 17 wherein the paper product is bath tissue.

29. The paper product of claims 1, 11 or 17 wherein the paper product is a towel.

30. The paper product of claims 1, 11 or 17 wherein the paper product is a napkin.

31. The paper product of claims 1, 11 or 17 wherein the paper product has a pattern substantially as shown in Figure 1 or Figure 2.

32. The paper product according claims 1, 11 or 17, wherein a_{hand} is about 12 and b_{hand} is about 13.

33. The paper product of claims 1, 11 or 17 wherein the ink is printed on the paper product with a nonuniform print density.

34. The paper product of claims 1, 11 or 17 further comprising a second ink printed in a second pattern.

35. The paper product of claims 1, 11 or 17, wherein the printed masking pattern is not readily discernible to the human eye when viewed from a distance of 3 feet.

36. The paper product according to claims 1, 11 or 17, wherein L_{hand} is about 55, a_{hand} is about 12 and b_{hand} is about 13.

37. The paper product according to claims 1, 11 or 17, wherein L_{hand} is about 45, a_{hand} is about 12 and b_{hand} is about 13.